



Selling The Message For A Cleaner Environment

EPA Community Involvement Conference

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**Daniel P. Zerr – Kansas Department of Health & Environment
Judy M. Willingham – Kansas State University**

Photo by Joel Davidson

Outline

- What is marketing?
- As people working in environmental fields, what is it that we do? What is our goal?
- What do we need to know to be good “salespeople”?
- How do we “sell” the message?

What Is Marketing?

- Simply put, marketing facilitates a sale.
- Four Ps: Product, Pricing, Promotion, Placement.
- Advertising is a big part of marketing.
- Advertising can be manipulative and not completely honest.
- As environmental professionals, we must be honest with those we communicate with.
- No “fine print”.

Are We Really Salespeople?

- We have a product to “sell”.
- We have “clients”.
- We’re also marketers.
- We try to inform them of the real benefits of the product.
- We’re also educators and communicators.
- We’re multi-disciplinary, and we’re partners with a common goal.

So What Are We Trying To Do?

- Our basic job, or purpose, is to inspire and create change.
- “But I don’t like change!”
- As you’ve probably seen, this is a tough job.
- There are tools and skills that can make our jobs easier.

Some Communication Tools

- Brochures
- Posters
- Press Releases
- Public Service Announcements
- Print or Broadcast News Stories
- Public Meetings
- Educational Events
- Conferences and Workshops
- Many Others

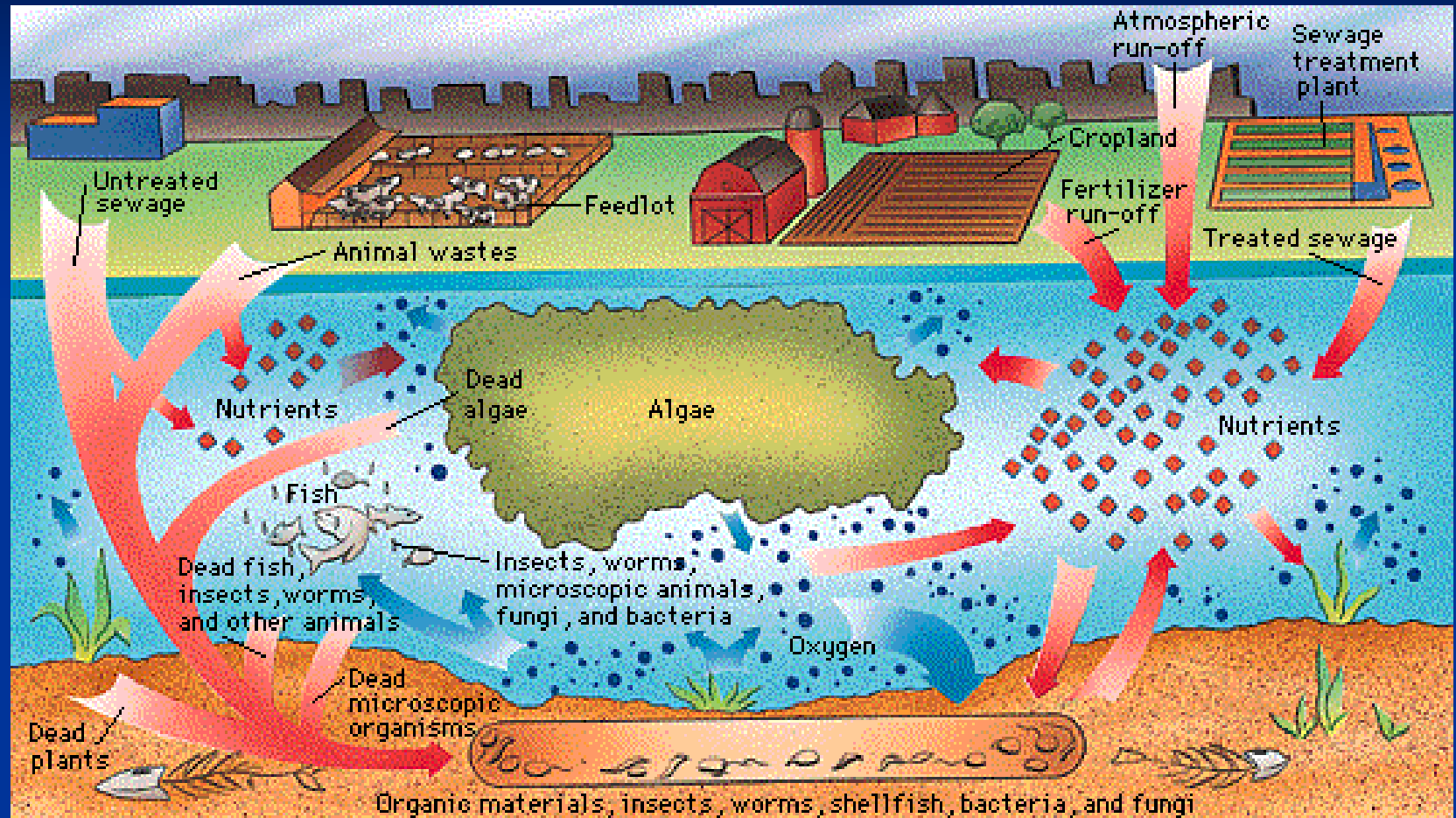
Things You Need To Ask (before you even begin)

- Who is the audience?
- What is the most effective way to reach them?
- “We need *this* message delivered to *this* audience by *this* means.”
- This is marketing!

More Things You Need To Ask

- Are we trying to change someone's behavior?
- Are they going to be hostile to this change?
- Are there any testimonials available?
- Can we do some sort of demonstration in the field?
- Would a meal or other bonding experience help?
- Can we present our information as partners?

Educational Aids

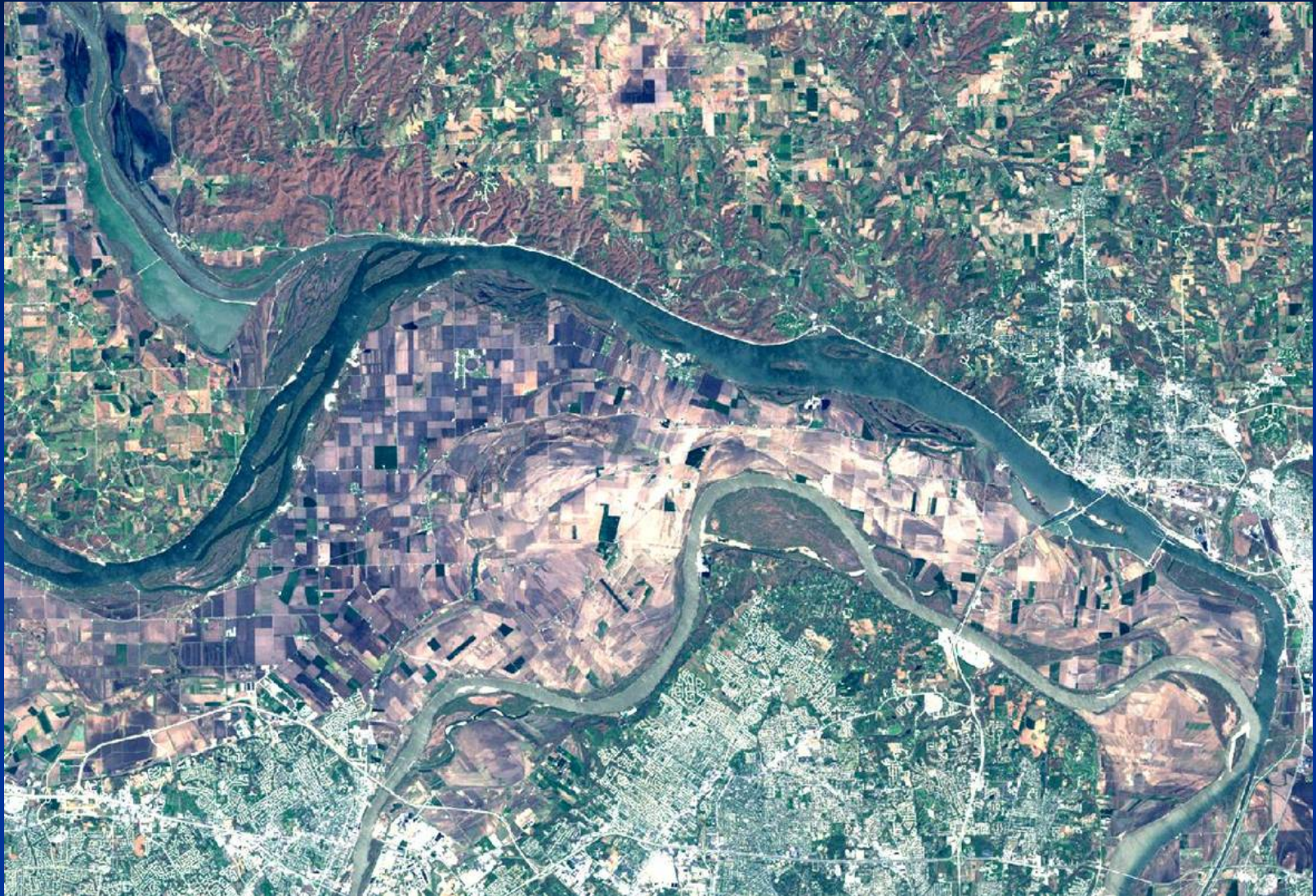


Types and possible sources of water pollution and their interaction in the ecosystem

The “Yuk” Factor



Aerial or Satellite Photos



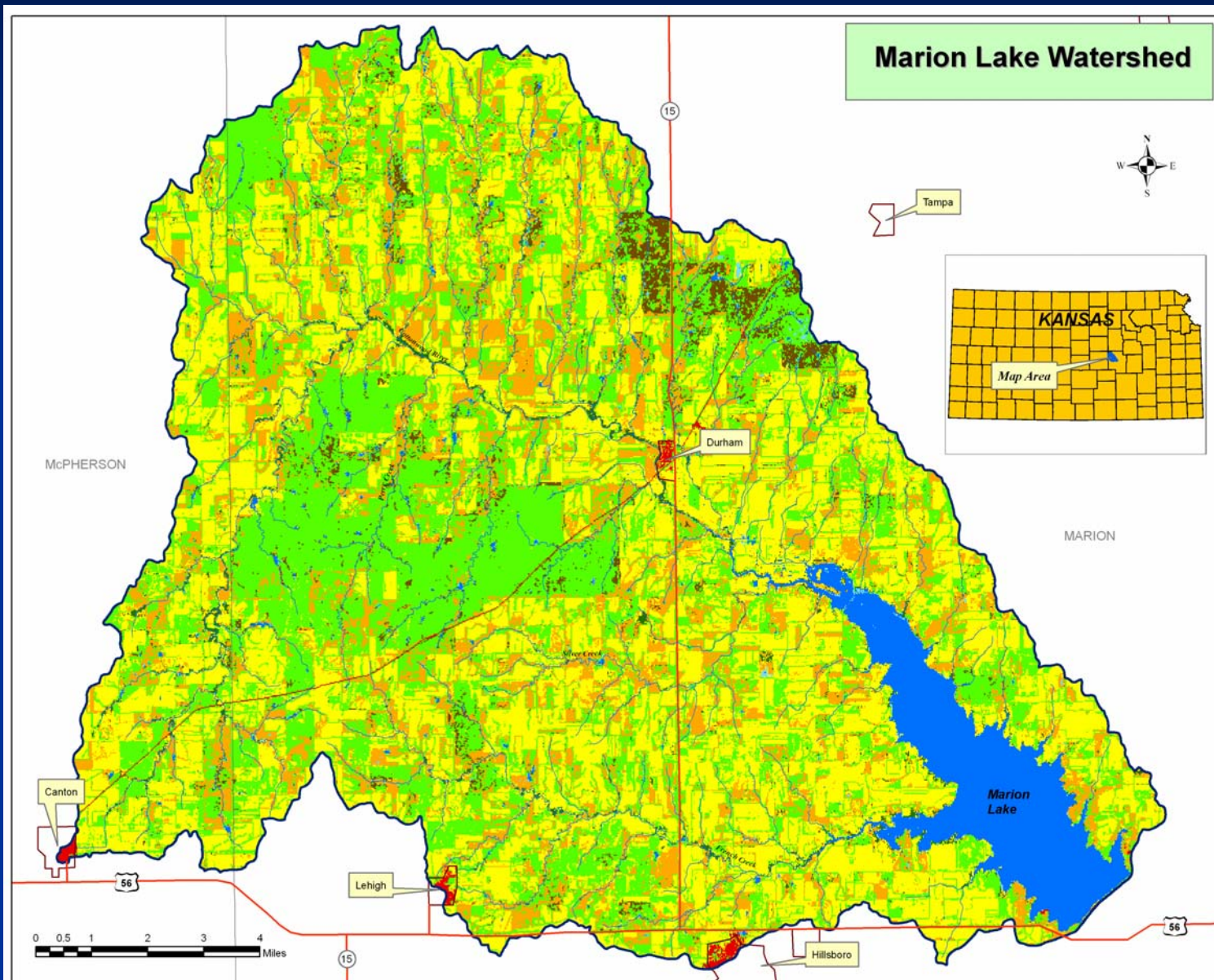
Illinois, Mississippi, and Missouri Rivers coming together north of St. Louis, MO.
Landsat TM satellite image from 2000.

Spatial Data

Land Cover in Marion Lake Watershed, KS



Source: USGS
National Land
Cover Data



Conclusion

- We really are salespeople, but in a good way!
- We're also educators, communicators, neighbors, **partners**.
- There are many methods and tools that partners can use to communicate better.
- Better Communication = Greater Success.

Let The Fun Begin!!